

WHOLESALE CUSTOMER SMART GOAL

SMART Goal: Increase gross profit from wholesale accounts while improving our relationships with our customers. We would like to see a 5% increase in gross profit over the year.

Specific: New tiered pricing strategy, development of an online parts marketplace and incentivize our wholesale accounts to use and pay through the online service by offering bigger discounts, faster delivery and better service to top tiered accounts. We would like to build stronger relationships with the upper tiers by buying lunch for them and their team.

Measurable: New tiered pricing strategy starts right away while developing the online store. Online store could be live in 3-6 months and would increase gross profit to 5% for a total of 48%.

Achievable: Within 12 months we will achieve our 5% increase in GP by implementing our new strategies and marketing to new accounts.

Relevant: The goal aligns with our business objectives, which include increasing profitability and strengthening customer loyalty. With the current amount of wholesale sales we do and with the growing amount of accounts we will obtain, a successful increase in GP will have a positive impact on the dealership's overall financial performance.

Time-bound: Our goal has a 12-month deadline. This allows for regular tracking and evaluation of progress.